



ADDENDUM #2

RFP-2022-BDAS-03-PUBLI

*(Changes in text of the RFP appear in **bold, italicized and underlined text** in order that readers can easily depict changes associated with this Addendum.)*

On August 18, 2021 the New Hampshire Department of Health and Human Services published a Request for Proposals, soliciting proposals for a multi-media public awareness campaign to increase awareness of the New Hampshire Department of Health and Human Services' (Department) Doorway system, provide information on how to access services, and target the general public, with a focus on individuals who may have a family member or acquaintance experiencing substance use disorder (SUD).

The Department is publishing this addendum to:

- 1. Delete and replace Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.1, with the following:**
 - 3.1.1 The selected Vendor must develop and deliver a comprehensive **multilingual** multimodal public **awareness** campaign with a **focus on electronic media** to raise awareness among New Hampshire residents about services offered through NH Doorways. As part of this campaign, the selected Vendor must deliver messaging during a concentrated eight-week period, followed by an ongoing campaign.
- 2. Delete and replace Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4, with the following:**
 - 3.1.4 The selected Vendor must develop effective **multilingual** messaging, slogans and marketing imagery to support the public awareness campaign. **The selected Vendor may use the Doorways logo in marketing imagery, with Department approval. Messaging** will be disseminated through:
- 3. Delete and replace Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.5, Creative and Production Services, Subparagraph 3.1.5.2 with the following:**
 - 3.1.5.2. The selected Vendor must collaborate with the Doorways providers and community leaders, as approved by the Department, **to develop multilingual content to ensure meaningful access to messaging for individuals, including those who may have limited English proficiency.**
- 4. Delete and replace Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.6, Media Services, Subparagraph 3.1.6.2, Part 3.1.6.2.9 with the following:**



3.1.6.2.9 Utilizing the Department's existing social and digital media accounts pages for the public awareness campaign, which may include, but are not limited to:

3.1.6.2.9.1 Facebook

(<https://www.facebook.com/NHDepartmentOfHealthAndHumanServices>) and (www.facebook.com/TheDoorwayNH)

3.1.6.2.9.2 Twitter (<https://twitter.com/NHDHHSPIO>) and (<https://twitter.com/DoorwayNH>)

3.1.6.2.9.2 YouTube (<https://www.youtube.com/channel/UC-5rFStnUBbKk3BFKkPYcgA>)

5. Delete and replace Section 3, Statement of Work, Subsection 3.2, Scope of Services, Q2, with the following:

Q2 *What strategies will you use to develop and implement a **multilingual** multi-media campaign to increase awareness of the Doorway system and how to access services? Include how you will ensure **meaningful access to messaging for individuals who may need communication and/or language assistance.***